A21.29: 11

SERVICE

USDA'S REPORT TO CONSUMERS

ED STATES DEPARTMENT OF AGRICULTURE · OFFICE OF INFORMATION · WASHINGTON, D.C. 20250

UNIVERSITY OF ILLINOIS LIBRARIES NOV 1964

October 1964 No. 11

More For The Money. How many food items does your grocery stock which weren't there 15 years ago? More than 1,000. And if you consider non-food items, too--as detergents, soaps, paper products, and others--then one-half of the items stocked today did not exist even 10 years ago. Just how many choices do you have when you shop? A good-sized supermarket stocks up to 6,000 different food products. This gives American homemakers the widest selection in the world. One hour's work today actually buys more of this bargain in abundance, wholesomeness, and convenience than it used to, the U.S. Department of Agriculture reports. For one hour's work in the late 1940's, a wage earner could buy almost 2 pounds of beef, or nearly 2 pounds of pork, or 2 dozen eggs. Today that hour's work will buy 2-1/2 pounds of beef, or 3-1/2 pounds of pork, or 5 dozen eggs.

National Farm-City Week Planned. President Johnson has proclaimed November 20-26 as National Farm-City Week. He urges leaders of business groups, labor unions, women's clubs, and civic associations as well as all consumers to join farm families and other rural residents in observing the strong ties that bind urban and rural Americans. In his proclamation, he pointed out that "never before in history has so much food and fiber been produced by so few farmers for so many people throughout the world at so reasonable a cost. But, on the other hand, the farmer himself is a major consumer who depends more and more each day on the products and services of science, labor, and industry to provide him with tools and supplies for farm production." "Farm and city families," President Johnson said, "should recognize and better understand their interdependence." USDA films for National Farm-City Week programs are available through your County Extension Service or State Land Grant College Extension Service. For information, write: Motion Picture Service, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

NEW PRODUCTS

Soup In Seconds. Instant bean soup--lima or navy--is one of the maid-services U.S. Department of Agriculture research scientists are developing for busy homemakers. Right now they're perfecting the process that turns pureed beans, peas, and lentils into "instant" powders. Just add water, stir, heat, and serve. Beats soaking, cooking for an hour or two, then making the puree yourself.

UNIVERSITY OF FLORIDA
3 1262 08740 0130

Instant Powders Are The Berries! That's right, highly-flavored instant strawberry, raspberry, blackberry, and boysenberry powders are the newest from U.S. Department of Agriculture research scientists. Packing and storage conditions are still being worked out, but the powders look promising for bakers, ice cream dry-mix manufacturers, and other large-scale users. Eventually, they may appear in your grocery as pastry and beverage mixes or as "instant puree" for making sauces, dessert toppings, jams, and milk shakes. Keep your eyes open for powdered blueberries and cherries soon. Food processors can get details from Editor, SERVICE, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

Longer Life For Tents, Tarps, Awnings. An inexpensive treatment based on new chemical compounds which improve cotton fabric's resistance to weather and rot has been developed by U.S. Department of Agriculture scientists. Looks especially promising for awnings, tents, tarpaulins, and other outdoor products. USDA holds the public-service patents, but makes the licenses available on a non-exclusive, royalty-free basis. Firms seeking details, write Editor, SERVICE, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

COMMUNITY

How Many Kinds of Soil? It may surprise you, but there are 70,000 different kinds of soil in the United States, each with distinctive characteristics. Some can be cultivated, and some can't. Some will support a housing development or an airport, and others won't. On some suburban lots, the soil will absorb liquids from a septic tank. On others the soil won't. To determine proper soil uses for both rural and urban residents, U.S. Department of Agriculture soil scientists survey 50 million acres a year. For soil survey information, send post card for "Know Your Soil--AIB-267," to Soil Conservation Service, U.S. Department of Agriculture, Washington, D.C. 20250.

PLANTS AND INSECTS

Play It Safe With Pesticides and Pets. Don't spray or dust your pet with a pesticide unless it is labeled for such use, U.S. Department of Agriculture specialists caution. For instance, don't use a fleapowder on your cat just because the label recommends it for dogs. The product may be fine for dogs, but cats will lick it off as they clean themselves. Do always check the label to determine: The animals upon which the pesticide can be used safely, how to apply, and what precautions you need to take.

Insect Invasion? Use Insecticides Carefully. In the fall the outdoor bugs want in, but they generally don't eat fabrics, infest foods, or bite people, USDA scientists say. To get rid of them, you can often just whisk them up with your vacuum cleaner. When you do use insecticides, be sure to use only as much as you really need. Read the label first. In fact, read it every time you use insecticides and follow all directions carefully. That's the best way to avoid making dangerous mistakes.

Terminate Those Termites. The main thing to remember when you attempt to control termites is to break the contact between the termite colony in the soil and the woodwork in the building, U.S. Department of Agriculture wood specialists say. Here are three methods: 1. Make changes in the building to block the passageways from soil to wood, or remove all wood supports, formboards, debris, etc., from the ground. 2. Chemically treat the soil. 3. Use a combination of these methods. Telltale signs of subterranean termites are earthen tunnels or runways built over the surfaces of foundation walls to reach the wood above. Another sign is the swarming of winged adults early in the spring or fall.

SMA

Shop Specials For Sizeable Savings. If you don't shop the specials your grocer advertises each week, or if you buy only one or two of them, you're missing a big chance to cut your food bill. Buying the specials can save you as much as 6 to 10 percent a week or sometimes more, U.S. Department of Agriculture research studies show. And such a wide variety is offered that you can plan entire meals around the specials. What's advertised most frequently? Meats, including poultry and fish. And that's a big budget help since meat takes about 1/3 of your weekly food bill. In a recent USDA study chuck roasts showed up most often among the meats on sale during a 4-month period. By buying chuck on weekend sale, homemakers could have saved from 10 to 30 cents a pound.

Seasonal Favorites Plentiful. It will be easy to remember plentiful foods in November. Most of them are traditional holiday fare. Turkeys and apples are featured. Other plentifuls are fresh and processed cranberries, beef, peanuts, and peanut products. Foods on USDA's monthly Plentiful Foods list can be expected to be at harvest peak. Generally they are favorably priced.

Be Sure With USDA Grade Shield. Holiday turkey time is just around the corner, and to be sure you get the quality bird you want look for the official U.S. Department of Agriculture grade shield mark on the package. For top quality, choose Grade A. This means the turkey has been carefully graded by a Federal-State expert. Grade A turkeys are well-finished and meaty, with an attractive appearance. Another USDA assurance to look for--the official, round inspection mark. It is your assurance the bird is wholesome--safe for your family to eat.

Know Your Apples. When you see several different varieties of apples at the grocery, it's sometimes puzzling to know just which one is best for cooking, baking, or eating raw. Many varieties are good for all purposes. Tart, firm apples generally are best liked for cooking, U.S. Department of Agriculture specialists say. Sweeter apples are generally best for eating raw. Here's a helpful guide:

Variety	Dessert (Raw eating)	Salads	Pie & Sauce	Baked
Gravenstein	Good	Fair	Good	Good
Cortland	Very Good	Excellent	Very Good	Good
Grimes Golden	Good	Good	Good	Fair
McIntosh	Excellent	Good	Very Good	Fair
Delicious	Excellent	Good	Poor	Poor
Northern Spy	Excellent	Good	Excellent	Excellent
Winesap	Very Good	Good	Good	Good

For storage suggestions and apple recipes, send post card for "Apples In Appealing Ways--L-312," to Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

Smaller Eggs Biggest Fall Bargain. In the early fall, you can save as much as 20-25 percent by buying small or medium-size eggs instead of the large and extra-large eggs in the same USDA grade. Look for the official shield-shaped USDA grademark on the carton or the sealing tape. Higher quality grades (U.S. Grade AA and A) are best for poaching and frying. And remember, size has no bearing on quality--the grade's your guide to quality.

UNIVERSITY OF FLORIDA
3 1262 08740 0130

Up On Your Cheeses? Reading the descriptive information on pored instant strawb... a real help in getting just what you want. There is a signi...ficant U.S ... between natural cheese or different kinds of process cheese. The label tells. The name of a natural cheese appears as the variety such as "Cheddar cheese," "Swiss cheese," or "Blue cheese." Pasteurized process cheese is a blend of fresh and aged natural cheeses which have been shredded, mixed, and heated. No further ripening occurs. Pasteurized process cheese labels always include the word "pasteurized process," together with the variety or varieties of cheese used--as "pasteurized process American cheese." For "Cheese Buying Guide for Consumers--MB-17," send post card to Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

FOOD

Prepackaging On The Increase. The day is fast disappearing when fruit and vegetables could get limp and bruised in handling and rehandling on their way from farm to you. Today 40 percent of the fresh fruits and vegetables you buy are prepackaged--often right in the field to retain maximum quality. That's a 33 percent increase in the last 5 years, the U.S. Department of Agriculture reports. The trend will continue. Look for the biggest increase in prepackaging of bananas, peaches, pears, and citrus fruits, lettuce, asparagus, green beans, sweet corn, sweet potatoes, and artichokes.

More Cherry Pies--Fewer Pits. Processors have just canned and frozen the largest crop of red tart cherries on record. There'll be fewer pits in the cherries, too. The cherry industry and U.S. Department of Agriculture marketing specialists have cooperated in a 3-year study to see how many pits sneaked through the pitting machines. Now, pitting machines have been improved, and there's better quality control in processing plants. So...to qualify as U.S. Grade A and Grade C cherries, only 1/2 as many pits as in the past will be permitted.

NEW PUBLICATIONS

Lowdown On The Laundry. What is the most energy-saving location for your washer and dryer. In a corner at right angles to each other, U.S. Department of Agriculture housing specialists say. Place the dryer on the right and the washer on the left. Allow a work space 3 feet deep and 4 feet wide in front of the washer. Allow 1 foot between the two appliances. A new laundry-area planning guide from USDA explains the most efficient arrangements of laundry equipment in several possible locations--basement, workroom, bathroom, kitchen, or family room. It also gives you helpful tips on proper equipment installation. For "Laundry Areas--MP-961," send post card to Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

The Spread On Bread. Who gets what portion of the money you spend for bread? In 1947-49 when the average retail price of bread was 13.5¢ a loaf, the farmer got 3.3¢. Today, when the average price per loaf is 21.6¢, the farmer gets only 3.1¢. The widening of the price spread between 1947-49 and 1963 was due primarily to higher cost for baking and distribution. Who gets the rest of the 21.6¢ you pay? The retailer gets 4.2¢. The baker-wholesaler gets 11.8¢. The miller gets 1¢. The transportation-handlers and other processors get 1.5¢. For details, send post card for "Spreads in Farm-Retail Prices of White Bread--MP-969," to Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

SERVICE is a monthly newsletter of consumer interest. It is designed for those who report to the individual consumer, rather than for mass distribution. For information about items in this issue, write Betty Bay, Editor, SERVICE, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.